



# FISH TALES™

APRIL 2024 | A SAMUELS SEAFOOD MAGAZINE

MID-ATLANTIC EDITION



*Oishii*  
SHRIMP

DISCOVER THE  
OISHII ADVANTAGE  
Pioneering excellence  
in sustainable shrimp farming

FRANESSE  
75 years of innovative  
stainless-steel solutions

HEIRLOOM  
Seasonal flavors and timeless  
traditions collide in Lewes, DE

MONTHLY SPECIALS  
Spring savings are here



# Samuels Spotlight

Heirloom:  
Seasonal Flavors and Timeless Traditions Collide in Lewes, DE

By Zach Blumberg



**M**eghan Lee's small beach-town restaurant, Heirloom, derives its name from a word with multiple meanings. A family heirloom typically refers to a sentimental object passed down through generations, while in agriculture, an heirloom represents a variety of crops passed down from one generation of farmers to the next. Both definitions aptly suit this establishment.

Housed in a former Victorian house in Lewes, DE, Heirloom retains many vintage touches from its past, complemented by Meghan's personal mementos. Notably, the front desk is a family heirloom once belonging to Meghan's mother. Inside, botanical themes dominate, with furniture and wall adornments featuring plant and gardening motifs, echoing the restaurant's emphasis on nature.

Heirloom's seasonal menu changes every three months to align with natural cycles, sourcing ingredients from farmers' markets and collaborating with staff members to curate each iteration. Emphasizing fine-dining cuisine, the restaurant prides itself on

using seasonal, natural ingredients. Notable dishes include Chesapeake blue catfish fried in cornmeal, accompanied by smoked andouille sausage, black-eyed peas, and collard greens. Another standout item is crispy skin New England Arctic char served with roasted gold and red beets, Kennet Square oyster mushrooms, pan-roasted broccoli, and a lemon caper horseradish purée. Additionally, char-grilled octopus a la plancha with shaved carrots and Castle Valley Mills einkorn wheat (an ancient grain) add

to the seafood offerings.

Beyond its culinary offerings, Heirloom distinguishes itself through its strong connection with customers, many of whom are loyal repeat visitors, despite distance. This emphasis on customer engagement complements the restaurant's high-class, yet approachable atmosphere, making Heirloom a standout destination for those seeking elevated cuisine with a down-to-earth vibe.





# Celebrating 75 Years of Franesse: A Legacy of Custom Stainless-Steel Solutions

In the bustling post-World War II era, amid the dawn of modern supermarkets, emerged Franesse – a company that would leave an indelible mark on the world of stainless-steel equipment. Founded in 1947 by two visionary partners whose wives lent their names to the enterprise, Franesse embarked on a journey that would redefine the standards of quality and innovation in the industry.

Frances and Aster, the pioneering minds behind Franesse, initially ventured into the market as merchants, specializing in the sale of meat processing equipment. However, recognizing the burgeoning demand for stainless steel products in the wake of the supermarket boom of the late 1950s, they swiftly pivoted their focus towards manufacturing custom stainless-steel solutions.

The transformative journey of Franesse took an exciting turn when it crossed paths with members of the Samuels Seafood Co. team at Seafood Expo North America (SENA) in 2023. Following that serendipitous encounter, Franesse crafted custom cases for Giuseppe’s Market, Samuels’ retail store in Philadelphia, and a relationship began to blossom.

This encounter ignited the idea of manufacturing bespoke cases for the 2024 SENA show, laying the foundation for a mutually beneficial partnership.

The hallmark of Franesse's collaboration with Samuels lay in its commitment to crafting fully customized solutions that seamlessly integrated into Samuels' existing booth layout. Through meticulous design and engineering, Franesse ensured that Samuels' products were not only showcased elegantly but also preserved impeccably throughout the duration of the show, courtesy of the innovative Dry Mist System.

Undoubtedly, the endeavor of transporting and installing 40 feet of seafood cases within the confines of a convention center presented its fair share of challenges. However, armed with decades of experience and a strong team, Franesse navigated these logistical hurdles, ensuring that every aspect of the operation proceeded flawlessly.

For prospective customers seeking unparalleled quality and ingenuity, Franesse stands as a beacon of excellence in the realm of custom stainless-steel equipment. Specializing in an array of products, from



Samuels’ 2024 SENA exhibit

food bars to warmers and refrigerated cases, Franesse prides itself on its ability to conceptualize and construct equipment tailored precisely to the unique requirements of its clientele.

Take, for instance, the seafood cases showcased at the Boston Seafood Show – meticulously crafted from 304 stainless steel and fully welded to guarantee leak-proof durability. Unlike conventional cases, Franesse's creations exude a pristine freshness, devoid of any lingering odors, ensuring that the essence of the product remains untainted.

As Franesse celebrates its illustrious 75-year journey, it remains steadfast in its commitment to innovation, quality, and customer satisfaction. Through its unwavering dedication to crafting bespoke solutions that surpass expectations, Franesse continues to shape the landscape of the stainless-steel industry, one custom creation at a time.



Roche Bros, Boston, MA



IGA, Montreal, Canada



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# Discover the Oishii Advantage: Pioneering Excellence in Sustainable Shrimp Farming



**O**ishii [oh-ee-shee] Shrimp represents a paradigm shift in the realm of sustainable shrimp farming. Utilizing dedicated small-batch methods, Oishii has redefined excellence in shrimp cultivation. Their journey towards perfection commences with innovative pond construction, advanced farming techniques, and stringent water quality control measures, all geared towards ensuring unmatched quality.

The Oishii promise is simple yet profound: sustainably harvested shrimp that undergo meticulous handling to preserve their pristine nature. Unlike conventional practices, Oishii Shrimp undergoes a delicate process of care and processing, reflecting the brand's unwavering commitment to excellence.

After years of meticulous planning, Oishii Shrimp achieves a groundbreaking milestone: shrimp that transition from the water to harvest

in record time, sometimes within a mere four hours. Derived from the Japanese word for "delicious," Oishii epitomizes the pursuit of culinary perfection, offering the freshest White Vannamei Shrimp imaginable.

Every step of the production process reflects Oishii's dedication to quality. From small-batch aquaculture to state-of-the-art techniques and rigorous monitoring, each aspect is meticulously designed to deliver an unparalleled product. Founder and CEO Tom Mazzatta's unwavering commitment to quality drives the brand forward, ensuring that seafood enthusiasts enjoy an extraordinary dining experience with every bite.

Oishii's strategic location ensures minimal travel time from pond to processing plant, maximizing freshness. Innovative transportation methods, including unique aerated tanks, maintain shrimp vitality, resulting in faster processing and ultimately, fresher shrimp.

Upon arrival at the processing facility, Oishii Shrimp undergoes careful hand processing to preserve its vibrant color and pure flavor profile. The result? The freshest, most pristine shrimp imaginable—a testament to Oishii Shrimp's dedication to quality.

Oishii Shrimp stands as a beacon of purity, free from artificial additives, antibiotics, and hormones. Their commitment to a chemical-free product is evident from the moment the shrimp are transported live to the processing plant, ensuring minimal water weight gain and maximum freshness.





# EMPLOYEE OF THE MONTH

## James Nguyen

James "Dung" Nguyen, also known as "Dungy" or "Chop Chop," has been an employee at Samuels Seafood Company's Philadelphia HQ since October of 2016. Dungy's primary responsibilities include tagging the majority of the tuna overnight, as well as cutting, grading, and packing. Additionally, he assists with cutting portions of mahi and halibut. Dungy's versatility allows him to handle any cutting task in the room, and he is always willing to help when asked. He is a valued member of our team, known for his excellent work ethic and positive attitude. Congratulations to Dungy and thank you for your dedication and hard work.



## CHEF'S CORNER

### Oishii Shrimp



Oishii shrimp make every dish better. The crisp snap of the shrimp flesh and the vibrant color of these shrimp make any recipe pop. These shrimp are great as a cocktail, grilled, ceviche, sautéed, and even simply fried. These Oishii shrimp make a great addition to any menu. They are easy to prepare and come individually frozen and deveined and that time saving factor can be a crucial asset to any restaurant or home chef.

I like to simply sauté the Oishii shrimp and pair them with some light and refreshing mei fun, which are rice noodles. I make a quick dashi with yuzu and brown beech mushrooms to serve with the shrimp and mei fun. The garnish is simply some spring asparagus, sautéed mushrooms, chili oil, herbs, celery leaves, and some julienne nori. This is perfect for a light lunch or dinner any time of the year. These Oishii shrimp are sure to bring a smile to any shrimp lovers face.



## Samuels Seafood Chef Anne Coll

Questions or Comments?  
Chef Anne will be happy to assist!  
800-500-5810 x6555  
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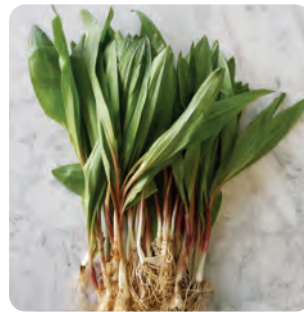
# SPRING HAS SPRUNG



**FIDDLEHEAD FERNS**  
Foraged in the Pacific NW. 3 lb Units  
**\$25.00 lb**



**SEABASS OSSOBUCO**  
Specialty Cut In House  
**\$25.00 lb**



**WILD RAMPS**  
Foraged in the Pacific NW. 3 lb Units  
**\$25.00 lb**



**FRESH MERO PETITE CHILEAN SEABASS**  
Skin On Fillets House Cut  
**\$25.00 lb**



**COOKED MUSSELS**  
IQP  
22 lb Case, Frozen  
**\$1.85 lb**



**SNOW CRAB CLUSTERS**  
3-5 oz  
30 lb Case, Frozen  
**\$5.85 lb**



**WHOLE AUSTRALIAN KING PRAWNS**  
U/6 Count  
11 lb Case, Frozen  
**\$15.85 lb**



**LITTLENECK CLAMS**  
18/27 Count  
10 lb Case, Frozen  
**\$1.85 lb**



**WILD CAUGHT BLUE MEXICAN SHRIMP**  
U/12 Count  
30 lb Case, Frozen  
**\$10.00 lb**



**PEELED & DEVEINED TAIL ON SHRIMP**  
U/12 Count  
10 lb Case, Frozen  
**\$8.00 lb**



**QUICK PEEL SHRIMP**  
8/12 Count  
20 lb Case, Frozen  
**\$6.00 lb**



**WILD CAUGHT WHITE PERUVIAN SHRIMP**  
U/12 Count  
30 lb Case, Frozen  
**\$10.00 lb**



## SANTA INES EXTRA VIRGIN OLIVE OIL

5 Liter Unit  
3 Units per Case

**\$150.00 cs**







**ALL NATURAL  
OISHII SHRIMP**

21/25 or 26/30 Count  
20 lb Case, Frozen

**\$5.95 lb**



**BRINEY PINEY  
OYSTER**

100 Count  
From New Jersey

**\$0.85 ea**



**FRESH WHOLE  
RED DRUM**

From Mauritius Island  
400-600 Grams Each

**\$5.85 lb**



**COD  
PORTION**

2-3 oz  
5 lb Unit, Frozen

**\$3.95 lb**



**NORTH SEA  
FLOUNDER FILLET**

3-5 oz  
10 lb Case, Frozen

**\$3.95 lb**



**CLEANED  
SQUID TUBES**

U/5"  
22 lb Case, Frozen

**\$3.95 lb**



**MAHI-MAHI  
FILLETS**

2-3 oz  
10 lb Case, Frozen

**\$3.95 lb**



**HOMEMADE  
MUSSEL SALAD**

Uncle Tony's  
5 lb Unit

**\$10.00 ea**



**FRESH BARRAMUNDI  
PORTIONS**

6-8 oz Each  
House Cut

**\$10.00 lb**



**BLU BRAND  
COCKTAIL FINGERS**

30/60 Count  
12 per Case

**\$10.00 ea**



**SUPER LUMP  
CRABMEAT**

Wild Caught  
24 lb Case, Frozen

**\$10.00 lb**



**WHOLE  
EDAMAME**

Frozen  
20 lb Case

**\$35.00 cs**



**FRENCH  
FRIES**

3/8 Cut  
30 lb Unit, Frozen

**\$35.00 cs**



**TUNA TINED  
IN OLIVE OIL**

With Oregano or With Curry  
30 per Case

**\$35.00 cs**



**OLSEN'S HERRING  
CUTLETS**

In Wine  
1 Gallon Unit

**\$35.00 ea**





# SUPER SPRING DEALS

Only \$25



**KALUGA CAVIAR**  
Canterbury Cure  
1 oz Unit  
**\$25.00 ea**



**SOY TAKE OUT PACK**  
Gluten Free  
500 Count Case  
**\$25.00 cs**



**COCKTAIL SAUCE**  
Aunt Connie's Famous  
1 Gallon  
**\$25.00 gal**



**CANADIAN LOBSTER TAILS**  
2 oz  
10 lb Case, Frozen  
**\$25.00 lb**



**OYSTER KNIFE**  
4 Inch Blade  
Made in USA  
**\$25.00 ea**



**TARTAR SAUCE**  
Aunt Connie's Famous  
1 Gallon  
**\$25.00 gal**



**LOBSTER TAILS**  
4 oz  
10 lb Case, Frozen  
**\$25.00 lb**



**WARM WATER LOBSTER TAILS**  
8 oz  
10 lb Case, Frozen  
**\$25.00 lb**



**SOFT SHELL CRABS**  
Primes  
7 Dozen per Case, Frozen  
**\$25.00 dz**

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*Special pricing is reserved for current Samuels account holders and Giuseppe's 7 Fish Club Members only. Price and availability subject to change. Additional freight charges may apply - Please consult with your Samuels sales agent for more information.*

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